

A STUDY ON THE PROBLEMS FACED BY KADALI CULTIVATORS IN MATTATHUR PANCHAYATH, THRISSUR

¹BINDU. V, ²Dr. K. JOTHI, ³CHANDANRAJ S.M. ⁴ALDRIN JOSEPH

ABSTRACT-- *Kadali is a small and sweet fruited variety of banana which is mainly grown for offerings in temple and is known names like Ambalakadali, Nivedyakadali etc. Around 4000 to 25,000 Kadali Bananas are needed in Guruvayur temple based on the season. It provides employment and income to the common people. It also generated the rare variety of 'Pooja kadali' banana which is facing extinction would be rejuvenated. In Mattathoor panchayat alone, 504.85 acres are being cultivated under Kudumbashree's collective farming and Samagra projects. The major finding is, the project makes the women empowerment to earn for their livelihood. The society gives bonus, so it attracts the common people to cultivate kadali. It's really benefits the common people and they dedicated their life totally to plant kadali and they feel that Lord Krishna gives blessings their life and believe it will make progress in their lifetime. While comparing with other plantains cultivation of kadali banana is more profitable. But the major problems faced by the cultivators relating to production are pest attacks, Natural calamities and Severe diseases.*

Key words-- *Kadali, Guruvayur, banana, cultivation*

I. INTRODUCTION

Kadali is one of the rarest cultivated plantain in the world. It is famous because of mesmerizing smell when it ripens. It is the most favourite and demandable prasadam in Guruvayur temple for Lord Krishna. By tradition and beliefs Guruvayur temple is one of the largest temples in India. So, the devotees buy kadali like nivedyam. Around 4000 to 25,000 Kadali Bananas are needed in Guruvayur temple based on the season. Firstly, it brings from thengasi, puthoor etc ... but the demand increases day by day. So, the Government starts the new project Guruvayu nivedyam pooja kadali project.

Kodakara Block Panchayath and Kudumbashree Mission make a clubbing project, aims to supply pooja kadali required for prayer rituals to the Guruvayur temple. In Muttathoor panchayat alone, 504.85 acres are being cultivated under Kudumbashree's collective farming and Samagra projects.

II. REVIEW OF LITERATURE

Geetha and Meena (2016)¹ have accepted factor analysis to find out the problems faced by the farmers in the production of banana. They found that financial, environmental, farming, natural and personal risk and spoilage factors were the important problem factors in the production of banana.

¹ Research Scholar, Department of Commerce, Karpagam Academy of Higher Education. Coimbatore -641021

² Research Guide, Department of Commerce, Karpagam Academy of Higher Education. Coimbatore -641021

³ Research Scholar, Department of Commerce, Karpagam Academy of Higher Education. Coimbatore -641021

⁴ Research Scholar, Department of Commerce, Karpagam Academy of Higher Education. Coimbatore -641021

Chandrasekaran (2017) Discussed the marketing of banana in the Cumbam Valley in Theni district. He found that the soils in the Cumbam regions were predominantly red loamy in about 70 per cent of the area and red sand in over 23 per cent of the total area. Red loamy soil was mostly found in the Utthamapalayam Block. While red sandy soil was in abundance in the Chinnamanur Block. These soils were porous with good drainage facility and were admirably suited for cultivation of crops like banana.

Simmonds (2017) examined the varieties and the methods of transport in different countries; He has given a good account of the economic characteristics of banana. The return is quick as it can be harvested in a year. It is quick to recover from the damage caused by wind. It demands more fertilizers and water. The labour requirements and income from banana vary with season. It is economical as the income from it is spread over a period of few months.

Akbar and Rahman(2018) Pointed that the largest volume of banana was sold (63 percent) in the market place itself. They identified three different channels and worked out the price spread and the farmer's share of the consumer's rupee. They found that as the length of the marketing channel increased, the farmer's share declined considerably and vice versa.

III. STATEMENT OF THE PROBLEM

One of the problems faced by Guruvayur temple is the unavailability of kadalipazham for pooja. To overcome this problem the government implemented a new project named 'Guruvayurnivedyam pooja kadalipadhathi'. But the problem faced by the farmers are lack of production due to the bacterial and fungal diseases caught to kadalipantains. This study was conducted to know the problems of cultivators and what are the solutions provided to them for increasing production.

IV. OBJECTIVES

- To know about nivedyam pooja kadalismagra project Guruvayur
- To know about the problems faced by the kadali cultivators at the time of production.

V. RESEARCH METHODOLOGY

The study is based on both primary and secondary data. Primary data collected through direct interview. Data were collected directly from kadali farmers of Mattathur panchayat. The secondary data is from brochures and notices provided by cooperative societies.

VI. SAMPLE DESIGN

The Mattathur Panchayath consisted of 23wards. From these 23wards total of 110 samples were taken. Stratified sampling method were used to choose sample

VII. FRAMEWORK OF ANALYSIS

The collected data were processed with the help of appropriate statistical tools in order to fulfil the objectives of the study. For the present study simple percentage analysis and Garretts Ranking Technique were adopted.

VIII. ANALYSIS INTERPRETATION

Table 1: Socio-Economic Profile of the Kadali Cultivators

			Total 110	
Sl .No.	Particulars		No.	%
1	Gender	Female	68	61
		Male	42	39
2	Age	Up to 25	13	11
		26 – 55	50	46
		Above 55	47	43
3	Marital Status	Married	95	86
		Single	15	14
4	Education	Illiterate	8	7
		Up to S.S.L.C.	35	31
		H.S.C	45	41
		UG	22	21
5	Area of Residence	Semi Urban	14	12
		Rural	96	87
6	Source of Income	Business	8	7
		Agriculture	45	41
		Self-employment	14	13
		Government Job	21	19
		Private Job	22	20
7	Income per year (Rs.)	Up to 25,000	28	25
		25,001 – 75,000	43	39
		Above 75,000	39	36
8	Experience of Kadali cultivation (in years)	Up to 8	12	11
		9-14	19	17

		Above14	79	72
9	Land Used forKadali cultivation (Cents)	Up to 75	32	24
		76-150	26	20
		151-200	33	25
		Above200	39	31

Source: *Primary Data*

Table 1. Shows the demographic profile of farmers in Mattathur Panchayath, Thrissur District. Gender detail shows 42 (39%) farmers are male and 68 (61%) farmers are female. Thus, majority of the farmers are female.

Regarding the age of farmers 13 (11%) farmers are up to the age of 25 years; 50(46%) farmers age ranges between 26-55 years and the remaining 47 (43%) farmers are above the age of 55 years. Thus, most of the farmer's age ranges from 26-55 years. About the marital status 95(86%) farmers are married and 15 (14%) farmers are single. Thus, majority of the farmers are married.

Education details show that 8(7%) farmers are illiterate; 35(31%) farmers are educated up to SSLC; 45 (41%) farmers have completed H. Sc. and the remaining 22 (21%) farmers are under graduates. Thus, most of the farmers are educated up to H. Sc. Regarding the area of residence 14 (12%) farmers reside in semi urban area; and the remaining 96 (87%) farmers reside in rural area.

Regarding the main source of income, 8 (7%) farmers primarily depend on Business, 45 (41%) farmers depends on agricultural income, 14 (13%) are self-employed, 21(19%) earn from Government job and the rest 22(20%) from private job. Thus, most of the farmers are earning from Agriculture.

Yearly income details show that 28 (25%) farmers earn up to Rs. 25,000 per year;43 (39%) farmers earn between Rs. 25,001- 75,000 per year; and the remaining 39 (36%) farmers earn more than 75,000 per year. Thus, most of the farmers earn between Rs25,001- 75,000 per year. About the experience in kadali cultivation 12 (11%) farmers have up to8 years of experience 19 (17%) farmers have 8-14 years of experience; 79 (72%) farmers have more than 14 years of experience in kadali cultivation. Thus, majority of the farmers have more than14 years of experience inkadali cultivation. Regarding land used by the farmers 32 (24%) farmers have up to 75 Cents; 26 (20%) farmers have 76-150 Cents; 33 (25%) farmers have 151-200 and the remaining 39(31%) farmers have more than 200 Cents.

Table 2: Reason for selecting kadali cultivation

Sl.No.	Reason for Kadali cultivation	Garrett Ranking Mean Score	Rank
1	Additional income	41.23	IV
2	More demand	47.12	II
3	Ready marketability	49.15	I
4	More profit	44.25	III

Field Survey

It is clear from the table, that majority of kadali cultivators prefer the kadali cultivation because it gives ready marketability with mean score49.15 (ranked first), More demand with mean score 47.12 (ranked 2nd), more profit with mean score of 44.25 (ranked 3rd), and additional income with mean score 41.23 (ranked 4th).

Thus, majority of the cultivators prefer kadali cultivation because it have ready marketability.

Table 3: Problems faced by kadali cultivation

Sl.No.	PROBLEMS	Garrett Ranking Mean Score	Rank
1	Severity Diseases	50.68	I
2	Pest attack	47.21	II
3	Non availability of Labours	44.21	IV
4	Natural Calamities	46.71	III
5	High Cost of Production	43.68	V
6	Birds attack	40.26	VI
7	Scarcity of seed plantain	40.01	VII

Field Survey

kadali Cultivators had to face some problems at the time of cultivation. It is clear from the table, that major problems are , Severity diseases with mean score 50.68 (ranked first), Pest attack with mean score 47.21 (ranked 2nd), Natural calamities with mean score of 46.71 (ranked 3rd), High Cost of Production with mean score (ranked 4th), High cost of production with mean score 43.68 (ranked 5th), Birds attack with mean score 40.26 (ranked 6th) and scarcity of plantain with mean score 40.01 (7th rank).

Thus, main problem faced by the cultivators are of pest attack, Disease and natural calamities.

IX. Findings

1. Majority of the cultivators are female.
2. Most of the cultivators age ranges between 26-55 years.
3. Most of the farmers are earning from Agriculture.
4. Most of the farmers earn between Rs25,001- 75,000 per year
5. Majority of the farmers have more than 14 years of experience in kadali cultivation.

X. SUGGESTIONS

- Implement financial assistance to the farmers.
- Give awareness classes to the farmers about the ways of cultivation of kadali.
- Provide more insurance coverage for meeting natural calamities.
- Conduct seminars and programs for providing information to the farmers regarding the disease control and pest attack.

XI. CONCLUSION

By doing the cultivation of kadali they can expect day to day earnings for their livelihood. Name of god lord Krishna they are ready to do this type of cultivation which created number of working days with plenty of earnings. Compared to other types of cultivation of plantains, kadali is the best plantain economically survived

for a long period without any competition, cultivation must depend upon market which is very adjustable to farmer. Hence by this study researcher covered a direct feedback from the farmers about their cultivation process and profitability.

REFERENCE

1. Mattathur.com Retrieved Jan 16, 2020,
2. www.mattathur labour co-operative society in Retrieved Jan 25, 2020,
3. Geetha, P., and Meena, A., "Problems in Production of Banana: An Analysis", B-Research, Vol.7, July-December, 2016, pp.30-31.
4. Chandrasekaran, R., "Marketing of Banana in Cumbam Valley, Theni District" Agricultural Economics Research Review, 17(7): 20117 pp.28-34.
5. Simmonds, N.S., "Banana Agricultural Series" (London and New York: Second Edition Longman, 2015 p.124.
6. Akbar, M.A., and Rahman, M.L., "Marketing of Banana by Farmers in some Selected Areas of Bangladesh", Journal of Training and Development, 4(1): 2014 pp.88-97.
7. Annual supplement published by Mattathur labour co-operative society.